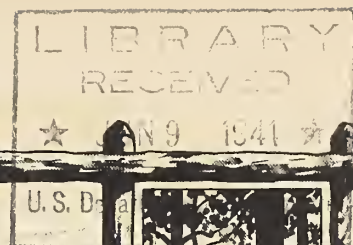


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**UNITED STATES FOREST SERVICE • SOUTHERN REGION**

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GREEN TIMBER LANDS

By night I slept in country-hotel squalor, mid grime and dust and cobwebbed ceiling; but at the break of day the sun streamed through my window, and roosters crowed, and I arose to see no dirt or dust but only beauty in the wakening country-side and to glory in the sunrise.

By day I rode with captains and with majors through cantonment grounds, and all about bold fires raged through piney woods and meadows bright with flowers, but no one gave it heed though forty thousand soldiers stood at hand. "What differs it?", one captain said, "We'll shoot it all to hell tomorrow. So let it burn." And when the morrow came, o'er blackened field and smoldering stump there was no glory in the sunrise.

But on another day I rode with ranger and with kindred men through Forests green and lush, while all about the wild birds sang, and deer and rabbit scampered. On tower and road through all that land, men kept a vigil sharp - lest fire should start, and if start it did a score of men would quickly stamp it out, and at the morn the beasts and birds and Forest men would glory in the sunrise.

In years long gone, I rode through wooded coastal lands where fires burned uncontrolled, and at the points where smoke had gone I looked through open woods of stunted growth and from the blackened ground no shrub or vine or sprouting tree dared venture forth lest fire destroy its very life; no birds nor beasts were in the land, and through the smoke one could not see the sunrise.

Yesterday I rode again through wooded coastal lands from which the fire for years had been denied, and all around young pines grew thick - wild flowers bloomed and birds sang in calm contentment. 'Neath thick green boughs a ranger dwelt and on sufficient urging did talk with pride of deer and ducks and timber cuts and how a thousand people gained subsistence now from this green land. As I rode on, far from my thoughts were wars and soldiers in cantonments. "Thank God", thought I, "for men like these who see all the glory in the sunrise."

(Editor's note: The above was inspired in the mind of a Regional Office inspector after a week's sojourn on one of our coastal plains forests. He wishes to remain anonymous, but states that the article is affectionately dedicated to S. M. Shanklin, who, after having seen many a glorious sunrise, is about to retire to his ancestral estates and with his dogs, birds and farmlands enjoy life's afternoon.)

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### IMPRESSIONS

By the Regional Forester

From time to time I plan to set down for you some of my thoughts and ideas in a series of Dixie Ranger articles under the title "Impressions". This thought has been in my mind for a long time, but I have hesitated to start a job which I might not finish. It has been my fear that I would write only a few such articles and then, because of the many demands on my time, or simply because the "steam gave out", the series would come to a sudden and untimely end. Now, though I plan to risk that, and here is the first of my "Impressions". You may expect them from time to time, and if they provoke interest and discussion, I will be well paid for my effort.

#### Research Meeting in Texas

Two wonderful days in the woods among National Forest timber sales; private cuttings (good or bad), experimental cuttings, plantations, pruning, and the State tree nursery! Those were the highlights of the Investigative Committee Meeting of the Southern Station and Region 8 in East Texas May 1, 2, and 3. The group of thirty foresters - Federal, State and private - met at Lufkin on the morning of May 1, and immediately proceeded to the woods on the Davy Crockett Forest, where Ranger Stradt showed some of his timber sales work. This was followed by a look at a five-year-old plantation of slash, loblolly, and shortleaf pines, some of which were 15 feet high and had been pruned. There followed a visit to some fine cuttings on Southern Pine Lumber Company lands, which Dave Kenley of that Company and his two foresters explained. A visit was also made to the State nursery at Alto, where pines are being raised for distribution to private lands in East Texas.



The second day was again spent in the woods - the most interesting part of the trip being to the San Jacinto Experimental Forest operated by the Southern Station. The 32 cutting plots, demonstrating different methods of cutting shortleaf and loblolly stands, evoked much interest and brought forth a lot of discussion.

Both evenings and Saturday morning there were meetings at the Texas Forest Service office which State Forester Siecke and Bill White put at the disposal of the group. The management research work which the Southern Station is now doing was explained and thoroughly discussed, and a good many suggestions were given to Director Demmon and his men for additional research problems which are in need of solution. These were left with a committee composed of Shaw and Curry, who are to work up a report on the meeting.

The meeting was decidedly worth while. It gave the research men a chance to see what practicing foresters are doing and what they are up against. It also allowed the research men to show what they are doing to help management practices. Possibly the greatest accomplishment, though, was to get these groups of Federal, state and private foresters together on the ground for discussions which should result in a better, more useful research program in the interest of forest management in the South.

The conference ended Saturday afternoon with an exceedingly interesting trip through the Southland Paper Co. mill where Ernest Kurth, the President, and his chief chemist, Dr. Carpenter, were hosts.

- - - Joseph C. Kircher.

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#### THE LADY DOTH PROTEST!

It is a tribute to those responsible for our law enforcement that an Arkansan living outside the forest should be more familiar with our fire-justice than with the state law providing penalties for misdemeanors. The following statement and frustration evident in Mrs. Sutton's closing wish can be appreciated by those of us who have stood on freshly blackened earth, sick with the knowledge that the culprit undoubtedly will not "try to make any adjustment whatever", and that equally as certain "this is not the first time".

"Dear Sir:

Mr. George Cooper fired his field on April 12th and let it get away. It burned my fence and part of my woodland.

He wont try to make any adjustment whatever. I would be glad if you would do something with him since this is not the first time.

Your friend,

Lizzie Sutton."

The above letter was received from an irate lady living some distance outside the forest. Aside from commiserating with her, there was little we could do, since we lacked jurisdiction.

- - Phil Bryan  
Ozark

- - -

#### CCC APPRECIATION DAY ON THE OUACHITA

The 8th anniversary of the CCC was celebrated in a rather unique manner at Dutch Creek Camp F-7 on the Ouachita National Forest. Ranger Seely made a suggestion to the Business Men's Club of Waldron that the day be a Scott County celebration, and the Club received his suggestion with enthusiasm. A committee was formed and guided by Seely they lined up a splendid program. It was called "CCC Appreciation Day" in preference to "Anniversary Day" in order to let the world know that Scott County citizens appreciated the CCC - what it has done for the youth of the nation, particularly their own boys, and the part it has played in the conservation of our natural resources.

The program consisted of a well planned tour through the forest where the approximately 500 visitors saw enrollees actually operating tractors, graders, rock crushers, building telephone lines, control of soil erosion on road banks and fighting a demonstration fire and back to camp where luncheon was served, and where Special Assistant to the CCC Director W. Frank Persons spoke. In addition to Mr. Persons, other special guests were Major P. T. Heffner, District CCC Commander, John G. Pipkin, State Welfare Commissioner and Ed Bethune, Enrollee Selection Officer for Arkansas.

All the camps on the Forest had a very successful anniversary celebration, with the exception of F-31, Magazine, F-28, Mt. Ida and F-13, Buck Knob, which were quarantined for mumps and measles.

- - A. L. Nelson  
Ouachita

- - -

Oil companies gave away about 150,000,000 road maps in 1940 at a cost of more than \$3,000,000.

Sidelights of Industry.

## VISUAL EDUCATION AIDS

Few people realize the far-reaching value of motion picture films distributed to the general public throughout the eleven southern states from the Regional Office film library. Some 200 copies of 16 mm sound films, representing some 25 subjects shuttle back and forth between the film library and users, averaging three to four shipments per day, filling requests for educational motion picture showings by school teachers, colleges, county agents, extension foresters and the general public.

The tabulation of reports received from users of these films during the calendar year 1940 indicates an audience of 435,000 people received conservation messages transcribed from these thin ribbons of celluloid. Satisfactory instruments for measuring results accomplished by these films of course are not available, but the numerous letters received from teachers, both high schools and colleges, indicate that these films are playing an important part in the teaching of a basic understanding of conservation to the youth of America.

Many of these films could tell interesting stories of their experiences. Card records on individual reels show varying uses, such as entertainment for women's club meetings, followed by a projection at an Army camp, only to wind up three days later as a part of the natural history class in some rural consolidated school. Getting these films out on schedule and providing the proper subject for a particular audience is no easy job, but it is efficiently handled by Miss Ruby Parr of I. and E., while the inspection and cleaning of each reel on its return to the Regional Office is handled by Ed Evans of the photographic laboratory.

Forest officers have varying opinions as to the value of motion picture films in conservation work. Too often we say, "That film is no good, I've seen it twenty times". Certainly a film loses its effect to those of us who continually project them in our work, but let's not lose sight of the objective of these motion pictures. They are for educating the general public, and not for entertaining the foresters. If Uncle Sam can use motion pictures for basic training of two million soldiers the Forest Service can find this medium an able aid in its tremendous task of creating a conservation-minded America.

-- Clint Davis  
I. and E.

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The sympathy of the Regional Office is extended to Mrs. Regina L. Meyerhardt, whose mother, Mrs. A. Levison died at her home in Selma, Alabama on May 6, 1941.



## TRAPPING DEER ON THE PISGAH NATIONAL GAME PRESERVE

The outstanding wildlife development contribution by the Pisgah National Game Preserve is undoubtedly its deer trapping program. The deer obtained in this manner are the basis for the restoration of the white-tailed deer in the Southern Appalachians. If for no other reason, and there are many others, the Preserve has justified its creation, but it probably would never have been such a reality were it not for the loyal protection given the area by the wardens, and the ingenuity they displayed in finding the means for capturing the animals for restocking purposes.

From 1928 to 1936, deer trapping was limited to a dozen or two a year. During this time many kinds of traps were tried, but it was not until 1934 that Federal Warden Clyde Case perfected the trap which has been used with such great success in recent years.

In 1936, when Region 8 launched the Cooperative Wildlife Management Areas, deer trapping had grown from a dozen or two production to several hundred, and instead of a dozen Case traps there were nearly two hundred well distributed over the Preserve.

Since 1936, when mass deer trapping was initiated, Federal Warden John Eller has been the champion deer trapper. Warden Eller met the challenge in supplying deer for the new cooperative areas beyond our fondest expectations. In the fall of 1936 and winter of 1937, 242 deer were trapped and successfully shipped to the cooperative areas on the Chattahoochee and Cherokee National Forests. In 1937 and 1938, 253 deer were trapped and transported to the Cherokee, Chattahoochee, Nantahala, Alabama, and Pisgah National Forest areas. This year 120 were trapped and sent to the Alabama and Pisgah National Forest areas.

The success of the plants is substantiated by the fact that field officers, state wardens and inspectors are pretty much in agreement that the cooperative areas now established in the Region, totaling some two million acres, are rapidly building up good deer populations. In short, a job that appeared almost an impossibility is now well on the road to a reality.

Throughout these years Warden Eller has always been watchful for new deer bait, better trap triggers and new trapping technique, and has contributed much to the scientific facts now available relative to the Pisgah deer herd. His reports of each year's operation are gems of biological knowledge and are continually used as references.

Forests, like people, more often than not excel in special ways. The Pisgah National Forest has been a leader in the wildlife field.

-- E. A. Schilling  
Regional Office

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## FOREST SERVICE FAMILY PARTY AT CAMP WAHSEGA

Once again the members of the Regional Office, the Nantahala and the Chattahoochee Forests got together at Camp Wahsega the week-end of May 17 for another Forest Service family party.

Most everybody arrived at the camp in time to make up their bunks and do a little exploring before supper. The dance in the dining hall was attended by about 150 and **everyone** had a wonderful time.

After breakfast Sunday morning simple church services were held in the amphitheater. After hymns, in which the entire "congregation" joined, and a beautiful solo by Mrs. James Averill, the Rev. Claude Boynton delivered an inspiring message.

Sports of all kinds were in evidence Sunday, but I believe the soft ball game between the members of the Regional Office and the Forests was the most popular. The score at the end of the game was -- oh, well, we won't worry about that now. The men in the Gainesville office were limping around Monday morning and trying to act as though they had not participated in any unusual exercise. This was a considerable strain on most of them.

Visitors at our party included Mr. Sydansk of the National Park Service, Dean Weddell and Mrs. Weddell from the University of Georgia, Mr. and Mrs. Tom Galloway from the Soil Conservation Service, Mr. and Mrs. Fred Roark, City Manager of Gainesville, Mr. and Mrs. Roff of the Fish and Wildlife Service and Jack Hogg of Atlanta.

Dinner was called at 1:15 and a mad scramble was made for the dining hall. Messrs. Clint Johnson and W. H. Reinsmith, who cooperated as Joint Chairmen of the party, made informal talks and introduced the visitors. This would not be complete if we did not acknowledge with gratitude the cooperation of Mr. Reinsmith, Mrs. Lucile Isbell, Mrs. Margaret Rung of the Regional Office and to thank Bill King and his crew for the grand meals and efficient service.

Everyone had a good time, and we're hoping for another "full house" party next spring.

--- Sally Loflin  
Chattahoochee Forest

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During the reign of Henry III of England, it is said to have cost less to build two arches for the London Bridge than to buy a single copy of the Bible.

-- Graphic Arts Monthly.

## FORESTRY STUDY DAY

On Tuesday, April 29 the Arkansas Extension Service, with the U. S. Department of Agriculture, cooperating, held its first annual field day at the Irons Fork Experimental Forest, 18 miles NE. of Mena, Arkansas.

A most interesting and worthwhile program was given and those present obtained excellent information as to the value of forestry to the farmer. Mr. J. F. Rains, District Agent, presided; others on the program were, Associate Forester Norman E. Hawes, Horace E. Thompson, Assistant Director Extension Service, Dean Walter R. Horlacher, Supervisor Nelson and Miss Ella Posey, District Home Demonstration Agent, and State Forester Lang.

C. F. Byrns, Editor of the Southwest American, devoted his April 28 editorial "Off the Record" to this forestry study day, giving an outline of the work of the station since its establishment in 1936 and its value and benefits to the southern farmer.

-- A. L. Nelson  
Ouachita

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## SCHOOL FOREST FIRE PREVENTION PROGRAMS PAY BIG DIVIDENDS

Last year the Francis Marion Ranger District had the very doubtful honor of reporting the greatest number of forest fires of any Ranger District in the Region. However for this year this doubtful honor will have to go to someone else, because with the help of the boys and girls in the schools, the 1941 record shows a vast improvement.

The following letter tells the story:

"The School Forest Fire Prevention Program for 1941 was brought to a conclusion by the holding of Conservation Day Exercises at Macedonia High School on April 26, with approximately 650 people attending:

The Declamation contest winners are as follows:

Doris Wilson, Macedonia Grade School, first place  
Annette Crawford, St. Stephens School, second place  
Jackie Hardee, Bonneau School and William M. Odom, Awendaw  
School tied for third place.

The School Forest Fire Prevention Contest Winners are:

Quimby School, first place, Halfway Creek School, second  
place and St, Stephens School, third place.

Scores for the Forest Fire Prevention Contest were figured on the basis of fires and false alarms which occurred between January 1, 1941 and April 21, 1941 inclusive.

At the end of the school program the fire and false alarm record for this year as compared to last year is as follows:

Jan. 1, 1940 to April 21, 1940...	108 fires.....	160 false alarms
Jan. 1, 1941 to April 21, 1941...	75 fires.....	46 false alarms
Reduction	<u>33</u>	<u>114</u>
Reduction %	30.6%	71.3%

A check on the fire weather records for the two periods, shows that there were two more class 2 or over days in 1940 than there were in 1941. "

-- Charles X. Grano  
South Carolina

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#### MARCH ON

Flying Cadet Harden E. Ross, former motion picture show boat operator on the Appalachian National Forests paid the Regional Office a visit recently. Ross was one of the first flying cadet enrollees in the Air Corps' training program and is now stationed at Curtis Field, Brady, Texas. His recent furlough was given as a breathing spell between his preliminary training course and starting his basic instructions which he will have to finish before receiving the coveted wings. Ross says that there is no question but that the Army puts the flying cadets through a stiff course, but he feels riding the Appalachian "showboat" for two years provided fine training for Army flying.

As we go to press we learn that Jr. Administrative Officer, Frank C. Stone "marches on". We have asked our special correspondent, Chigger Pete, to tell you about Frank, and elsewhere in this issue will be found the story.

The best of luck to you, Major. We will miss you and wish you a speedy return to the Service.

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Data on the volume of paper used in the United States often brings out facts that are almost unbelievable. For example, the May 5, 1941 issue of "Paper News", a leaflet published by the Mead Corporation and affiliated companies, gives the Paper Trade Extracts.

"The New England Telephone Company says it took 64 carloads of paper to print the current issue of the Boston Telephone Directory, not to say 18 tons of ink, 7 tons of glue and 6 tons of type metal."



## TIP MOTH AND SAWFLY DAMAGE IN NORTH ALABAMA

Areas of loblolly and shortleaf pine plantations in north Alabama have been seriously damaged, and in some instances killed, by severe attacks of Leconte's sawfly and the Nantucket tip moth.

As a result of the damage to TVA pine plantations by Leconte's sawfly, extensive preparations were made during the summer of 1940 to conduct experiments and to determine effective control measures. Dr. G. M. Bentley, Head of the Department of Entomology, University of Tennessee, was assigned to the project as consultant in charge. Spraying operations, started the previous year by CCC camps, were continued. In addition, various other chemical poisons were tried in an effort to discover a more effective insecticide, and particular attention was paid to the selection of a proper adhesive to increase the poison's effectiveness. Experimental cages were placed in plantations on selected sites in the vicinity of the Wheeler Reservoir, and various chemicals were applied to the caged trees. None of these chemicals, however, proved very promising.

Due to the high cost of spraying operations, large areas of natural or artificial reproduction cannot be treated artificially. An effort has been made, therefore, to develop a means of checking the sawfly naturally, and quantities of sawfly cocoons were collected during the pupa stage for laboratory studies.

Preliminary reports on the study indicate that at least five parasites are natural predators of the sawfly and that these parasites are rapidly increasing in number on the infested and adjacent areas. The common mole was also found to destroy large quantities of cocoons where conditions were favorable for its operations.

A colony of 300,000 *Microplectron fuscipennis*, a parasite of the European spruce sawfly, has been obtained from the Department of Agriculture. This parasite has been used effectively in the control of the larch and spruce sawfly in Maine and Canada. Although they were released in infested areas of plantations last year, sufficient time has not yet elapsed to determine the effectiveness of their control. Close observations will be made and the territory will be carefully surveyed to determine the extent of cocoons that escaped the parasite.

The attack during the summer of 1940 was generally not as severe as that during the previous year, as the majority of infestations ranged from light to medium. Periodical outbreaks of the sawfly are the rule, and indications are that the peak of a cycle has been reached in the occurrence and intensity of infestations in north Alabama.

Plans for 1941 are to continue studies of the effectiveness of native parasites and the newly introduced Microplectron, also preparations for combating new outbreaks with arsenical sprays have been made. Since tip moth and sawfly infestations are occurring in the same vicinity,

and in many instances in the same plantations, it has been recommended that a study to determine a satisfactory control of the Nantucket tip moth be carried on simultaneously with the sawfly control experiments. These pests are recognized as being a serious threat to pine plantations throughout the Valley, and the concerted efforts of all agencies interested in their control are needed.

- - - From "TVA Forest Log"  
of April 1941.

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#### SOMETHING NEW FOR THE DOCTOR'S TABLE

Another means of spreading the forestry idea is being practiced regularly by H. B. Herms in the Regional Office. He suggests that it is a bit of public relations in which each Forest Service employee can share.

When Mr. Herms goes to the doctor for his annual physical check-up, or upon other occasions, he takes along several recent Forest Service publications, shows them to the doctor and gets his enthusiastic permission to display them among the magazines usually provided in the waiting-room for the temporary easing of the patients' minds.

It is believed that the attractive format and striking photographs in some Forest Service bulletins will not only distract the patient's thoughts from his troubles, but will perhaps arouse in him a new interest in life - forestry and conservation. At this time of year especially, the booklet on NATIONAL FOREST VACATIONS should find a ready audience. Other stimulating booklets are COMMUNITY FORESTS, SOUTHERN PINES PAY, NEW FORESTRY FRONTIERS, WHAT FORESTS GIVE and NATIONAL FORESTS IN THE SOUTHERN APPALACHIANS. And for the boys and girls, take along OUR FORESTS, WHAT THEY ARE AND WHAT THEY MEAN TO US, FORESTRY AND 4-H CLUBS, and the popular little bookmark, "Bear in Mind".

- - Rachel Lane  
Librarian - R. O.

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#### WHY FOREST DEFENSE IS NATIONAL DEFENSE

"30,000 acres of our fast-vanishing timberlands are burned every twelve months through carelessness, ignorance, stupidity, and even superstition, costing the nation \$40,000,000 a year, crippling many industries, adding to our tax burden, causing incalculable loss of useful and picturesque wildlife - And critically weakening our preparedness."

The above foreword, used by the AMERICAN WEEKLY magazine in connection with the Flagg poster recently released for distribution, provides a text for anybody's conservation sermon.

## CCC ENROLLMENT

The problem of securing new enrollment for CCC enlistment has confronted both the Director's office and the Using Service during the past few months. Severe drain caused by the Army, and increased employment through national defense has greatly reduced the number of applications for CCC enrollment.

It is generally realized that a large number of youths eligible for enrollment are available, but the job is to sell them on the idea. Acting Project Superintendent A. H. Antonie, of the Georgia State Camp P-94, Waynesboro, Burke County, Ga., has hit upon a unique method in contacting and attracting applicants to the CCC. It consists of posters made up by the camp personnel, printed on vari-colored hand bill stock in size 6-1/4 x 9", with the following enrollment appeal.

### WANTED!

50 MEN - SINGLE.

UNEMPLOYED

Age 17 to 23 $\frac{1}{2}$

— LEARN WHILE YOU EARN —

Mechanics, Electricity, Electric Welding, Photography, Carpentry, Soil Conservation, Telephone Line Construction, Surveying, Tower Construction, Agriculture, Road and Bridge Construction, Truck Driving, 3 Rs.

RECEIVE: Pay of \$30.00 to \$45.00 per month including room, board, clothing, medical attention, recreation and physical training.

SEE: COMPANY 1424, CCC, Waynesboro, Georgia

CIVILIAN CONSERVATION CORPS

"BUILDER OF MEN"

Perhaps this idea can be used by other CCC camps, having print shops, or other means of securing such printed bills. Posted throughout the vicinity of the CCC camp, they should attract attention of prospective enrollees.

- - T. G. Benedict  
Regional Training Officer

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## THE FAMILY ALBUM

### HOMER COMER

At first glance the most hardboiled guy in the Regional Office is Frank C. Stone, Junior Administrative Officer, in Operation, but one soon finds that Comer isn't so touch after all. In fact it takes an imminent departure to the military forces to make us realize what a humanitarian he really is, and how closely he has the welfare of every member of the Region's personnel, big and little, at heart.

Comer is a Major in the Quartermaster Corps and is leaving at once for active duty, having been called to Camp Lee near Norfolk, Virginia.

Now, it also develops that he has been studying law in his spare moments during the past three years, specializing in commercial law and is just about to be admitted to the bar. Comer just won't talk about this so try and find out. Many of us have found that if we need help in re-regulating the family budget, figuring the depreciation on our automobiles, refinancing our investments, if any, and learning whether or not we have involved ourselves and how much with questionable salesmen, Comer sets us straight.

It seems he got everything the hard way. He started in by plugging and he still plugs. One way or another he hits them all and gets on base; he gets around and comes home with the bacon. With a hardboiled exterior and a heart of gold, and a mind that functions with clear logic, Comer, with the equipment he has accumulated the hard way, will be in the Homer class from now on.

We wish you well, Comer, and we look for you to be quite a contribution to Uncle Sam's more active defense forces.

--- Chigger Pete

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### NOT FOR SALE

Quoted below is part of a memorandum emanating from the slightly vitriolic pen of a thoroughly irked Assistant Ranger, after having made a vain effort to buy some land for Uncle.

#### "MEMORANDUM FOR THE FILES"

Above contacted May 6, 1939 by (irked Assistant Ranger) regarding option.

Mr. Simpson states:

1. That he does not own the land.
2. That he never did.
3. That he was contacted about it three years ago, and wishes we would get it straightened out. He will take the money if necessary to close the case."

All in a day's work!

--- Gordon Hammon  
Florida National Forests

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### A TWO-HORSE RACE

We notice from our books that Region 8 has broken its record for the third consecutive year as to gross Forest Reserve Fund Receipts and FY 1941 is not yet complete past history.

As this is written (May 15, 1941) the gross F. R. F. receipts amount to \$1,020,000, of which \$980,000 is from sale of timber and forest products. In addition, there is \$69,000 in our Timber Sale Special Deposit Account which, when shaken out, will add considerably to the gross F. R. F. receipts.

Our gross F. R. F. receipts in Region 8's history have been:

<u>Fiscal Year</u>	<u>Timber &amp; Forest Products Sales</u>	<u>Total of all Receipts</u>
1935	\$370,000	\$377,000
1936	467,000	477,000
1937	522,000	542,000
1938	429,000	462,000
1939	602,000	643,000
1940	873,000	912,000
1941	?	?

Region 6 for the current fiscal year is running with us "neck and neck", and it might require a photo finish at the wire. Since they are right with us (and the only Region making us use the "bat" out of a field of ten), we give their F. R. F. receipts for the same fiscal years for comparison:

<u>Fiscal Year</u>	<u>Timber &amp; Forest Products Sales</u>	<u>Total of all Receipts</u>
1935	\$557,000	\$719,000
1936	716,000	916,000
1937	1,051,000	1,251,000
1938	665,000	896,000
1939	904,000	1,091,000
1940	1,245,000	1,430,000
1941 *	1,163,000	1,228,000

\* As of March 31, 1941

-- H. B. Herms  
Division of Fiscal Control

#### FLORIDA PUTS THE BLITZ ON FIRE PREVENTION SIGNS

In recent recognition of a Region-wide movement to find new and more appropriate ways to secure public interest for fire prevention, the Florida National Forests have started the "Blitz" rolling by converging on fire prevention signs. The "Blitz" is based on the theory that an ounce of prevention is worth a pound of cure, and that one attractive, well-placed, well-worded sign will accomplish more than a dozen otherwise disposed.

After analyzing our present 17-inch by 44-inch fire prevention signs, several deductions were made as follows:

(1) Generally, signs were poorly located with no relation to an attractive setting and, in some cases, poorly related to traffic flow where they may be seen.

(2) The signs themselves were not attractive or appropriate to the forest setting. The standard pasteboard sign panels were visible enough in most cases through the use of black letters on a yellow background, but could not be considered as a pleasant color combination except on a leopard. Likewise, this color combination was more readily associated with State Road Department traffic signs than with the Forest Service. In some cases, letters were too small to be read by speeding vehicles.

(3) That only in a few cases were the slogans or texts of our standard fire prevention signs suitable to our requirements. Consensus of discussions indicated that new, better, and more timely wording of fire prevention texts should be evolved.



(4) That sign texts should be directly related to the motivating interests and emotions of the observers, and that each sign should be located with reference to the interests, et cetera, of the majority of persons who would normally see a sign.

With the above deductions in mind, the Florida personnel started its onslaught. Each Ranger District was considered separately. Sign locations and texts were scrutinized as to the number of signs, their location in relation to travel, and fitness of texts to the interests of the majority of observers. The users of each road were classified according to their respective interests, and thought was given as to what appeal might motivate them to support fire prevention. New texts for signs were thought up in an attempt to strike vital interests in a timely, invigorating and motivating manner. The number of signs on each road was greatly reduced and a new sign housing designed, employing brown stained logs. New sign panels, employing the new texts, were prescribed with brown stained, wood backgrounds and carved 4-and-5-inch cream-painted letters. A 9-inch Forest Service shield appears on each sign panel.

A fire prevention sign project was set up on the Apalachicola District and a crew of CCC boys are busy turning out these signs for all the Florida districts.

The "Blitz" is on, and we know that it will have its setbacks, but we believe it is a worthy effort and one in which the other Forests throughout the Region might be interested.

The following are some of the sign texts considered and from which we selected what we adjudged to be the eight most suitable to our needs:

HELP NATURE HELP AMERICA  
PREVENT FOREST FIRES

FUTURE FORESTS--FUTURE STRENGTH  
PREVENT FOREST FIRES

WASTE NOT--WANT NOT  
PREVENT FOREST FIRES

HELP THE NATION  
PREVENT FOREST FIRES

GREATER FORESTS--GREATER AMERICA  
PREVENT FOREST FIRES

FOR A BETTER FUTURE  
PREVENT FOREST FIRES

AID NATIONAL DEFENSE  
By  
PREVENTING FOREST FIRES

MORE TIMBER  
MORE EMPLOYMENT  
MORE PROSPERITY  
PREVENT FOREST FIRES

IDLE LANDS, IDLE INDUSTRIES, IDLE HANDS  
PREVENT FOREST FIRES

SMOKERS--BE CAREFUL  
PREVENT FOREST FIRES

SPORTSMEN-WILD FIRES DESTROY WILD LIFE

FIRES DESTROY FOREST BEAUTY  
BE CAREFUL

FORESTS ARE TO USE NOT ABUSE  
PREVENT FOREST FIRES

FORESTS ARE TO ENJOY NOT DESTROY  
PREVENT FOREST FIRES

FOREST DEFENSE IS NATIONAL DEFENSE  
PREVENT FOREST FIRES

FORESTS ARE YOURS IN TRUST  
HELP PREVENT FOREST FIRES

CAMPERS! DROWN YOUR FIRE  
BE SURE IT IS DEAD

HELP PREVENT FOREST FIRES

The Florida personnel cannot boast of any overwhelming flow of imagination and the above slogans are only a humble effort to use something new. However, we feel certain that one thing is clearly shown and that is, if all the Forest Service personnel in the entire Region would concentrate for a few minutes and endeavor to originate some new fire prevention sign texts, some very gratifying results would be forthcoming.

- - - Gil Thurlow  
Florida National Forests

REGIONAL OFFICE COMMENT ON THE ABOVE

The attempt at more effective use of signs for fire prevention described in Thurlow's article will be observed with interest by the Regional Office, and it is hoped that about a year from now a progress report to Dixie Ranger readers will be forthcoming. The thought going into placement of signs and suitability of text is encouraging and is commended to all units, even though they continue to use the standard 17" x 44" posters. The black and yellow combination has been considered by some to be advantageous because of the fact that it is associated with State Highway signs, which most prudent travelers read. The creation of new and effective slogans is not easy, and any efforts are certainly to be encouraged. I suppose the average of those coined which results in a "Pause that Refreshes" or "Breakfast of Champions" is about one in a million, and if enough people try enough times we may come out with a few really effective sign texts.

I take it that attractive and more or less permanent sign mountings have been developed, but that the panels are removable and can be replaced. Coca Cola is the only large advertiser I can think of offhand going in for signs of a permanent character, and because the very factors which determine sign locations as described by Thurlow change from time to time too expensive and permanent installations are questionable.

The Florida signs employ "Prevent Forest Fires" in a number of cases. I have no suggestion, but wish someone would come up with about a three-word expression as to how the average traveler can help in preventing fires. Many of our posters include in a few words why fires should be prevented, but what to do is not covered, and I know perfectly well that to boil this down to a very few words is not easy.

-- J. F. BROOKS,  
Regional Office

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#### PERSONNEL CHANGES

Mrs. Magenta S. Kemp, Jr. Clerk-Stenographer, of the Mississippi Supervisor's Office has been transferred to the Regional Office, where she is assigned to the Division of Recreation and Lands.

Gordon A. Hammon, Junior Forester on the Wakulla District of the Florida, has been transferred to the Supervisor's Office where he is assigned as technical assistant on timber management.

Abstractor James M. Graham has been transferred from the Texas to the Ozark where he will continue his duties as abstractor of land titles for acquisition purposes.

Mrs. Catherine B. Nickell has been probationally appointed as Junior Clerk-Stenographer in the Mississippi Supervisor's Office.

Junior Forester John L. Shontz of the Florida has been transferred to the Unaka District of the Cherokee to assume the duties formerly performed by Clarence E. Anderson, promoted to District Forest Ranger.

Assistant Clerk Milton L. Bryce of the Florida Supervisor's Office has tendered his resignation to accept a position with the War Department.

William C. Lee, Under Clerk-Typist on the Osceola District of the Florida, has been promoted to Assistant Clerk and transferred to the Supervisor's office, where he is assigned to the Fiscal Section.

Mrs. Mildred M. Martin of the Jacksonville Naval Stores District has tendered her resignation to accept another position.

Transfer has been effected for Junior Forester Edwin P. Ahern from the Talladega District of the Alabama to the Wakulla District of the Florida.



Gerald E. Lethcoe of the Pisgah has been promoted from Game Warden to Agricultural Aide and transferred to the Francis Marion District of the South Carolina.

Probational appointment has been effected for Mrs. D. B. Richardson as Junior Clerk-Stenographer in the Jacksonville Naval Stores District office.

### THE LOOKOUT

Regional Forester Kircher, Assistant Regional Foresters Shaw and Evans, Messrs. Lehrbas, Strauss and Streinz of the Regional Office attended the Research Conference in Lufkin, Texas on May 1-3. Also represented were the Southern Station, Alabama, Kisatchie and Texas National Forests, as well as the Southern Pine Lumber Company and the Texas Forest Service.

Assistant Regional Forester L. L. Bishop is on a trip to the Washington Office.

Assistant Regional Forester Evans and Mr. Joseph Yencso attended the 5th Annual Meeting of the American Turpentine Farmers Association Cooperative which was held in Valdosta, Ga. on May 16.

A new member of the Forest Service family is Edwin Gilbert Thurlow, Jr. born May 15, 1941. Congratulations to his parents, Mr. and Mrs. "Gil" Thurlow of the Florida National Forests, and to little "Gil", the best that life offers. At press time Junior had not announced whether he will be a forester or a recreation technician.

Mr. Herbert G. Knoch of the Division of Operation is being welcomed home after an extended detail to the Washington Office.

Mr. Paul E. McMillan of the Mississippi National Forests has returned home after spending a month in the Regional Office, Division of Recreation and Lands.

Mr. W. R. Hine of the Division of State and Private Forestry delivered a paper before the Georgia Forestry Association meeting held in Albany, Ga. May 22-23.

Professor H. L. Henderson of Syracuse University with a dozen of his students were interesting visitors in the Regional Office on May 20.

Albert Smith, Associate Engineer, recently transferred to the Regional Office from the Texas National Forests, felt that he had to have a part of Texas with him, so he persuaded



